EXHIBIT A



GROWTH

Mastering Brands and Driving Results

October 19–22 | Rosen Shingle Creek | Orlando, Fla. | #ANAMasters

For more information and to register, please visit www.ana.net/anamasters16.

LEARN, NETWORK, AND HAVE FUN

By any measure, the **ANA Masters of Marketing Conference** is the industry's foremost annual event, attracting more than 2,500 attendees. For three days, a who's who of chief marketing officers and other industry movers and shakers will share their remarkable stories of mastering brands and driving results in ways that didn't seem possible even a few years ago. You will walk away from each presentation feeling more informed and inspired about using traditional and digital marketing tools, evolving technologies, content, and data to reach target audiences and grow market share. In addition to the distinguished speakers, you will enjoy a wealth of networking opportunities, golf and tennis, evening entertainment, a casino night, and much more.

CONFERENCE PRICING

ANA members: \$1,795

BAA/BMA Gold members: \$1,795 BAA/BMA Silver members: \$2,195 BMA Individual members: \$2,495

Nonmembers: \$2,495

Special corporate pricing is available to ANA members and BAA/BMA Gold members: \$2,995 for up to four individuals from the same company

PRE-CONFERENCE WORKSHOPS

The following workshops, scheduled for October 19, are open to anyone registered for the Masters of Marketing. No pre-registration is required, but seats are limited.

- The Talent Disconnect: Building the Next Generation of Marketers
- MarTech Essentials: The Latest on How People, Processes, and Creative Messaging Techniques Are Meeting the Marketing Stack
 - Discovering Programmatic for Real-World Application
- Insights2020 Workshop: Using Insights to Drive Customer Centricity

#ANAMasters

FEATURED SPEAKERS



Douwe Bergsma

Chief Marketing Officer Georgia-Pacific Corp.



Juliana Chugg

Executive Vice President and Chief Brand Officer Mattel, Inc.

Johnson Johnson

Alison Lewis

Global Chief Marketing Officer, Johnson & Johnson Consumer Johnson & Johnson



Norman de Greve

Senior Vice President and Chief Marketing Officer **CVS Health**



Stephanie McMahon

Chief Brand Officer **World Wrestling Entertainment (WWE)**



Diego Scotti

Executive Vice President and Chief Marketing Officer **Verizon Communications**



Raja Rajamannar

Chief Marketing Officer MasterCard



Marc Pritchard Chief Brand Officer

The Procter & Gamble Company



Jim Speros

Executive Vice President. Corporate Communications **Fidelity Investments**



Deborah Wahl

Senior Vice President and Chief Marketing Officer McDonald's USA, LLC



Edwin Bragg

Vice President of Marketing and Communications **Shake Shack**



Denise Karkos

Chief Marketing Officer **TD** Ameritrade Holding Corp.



Susan Johnson

Corporate Executive Vice President and Chief Marketing Officer SunTrust Bank



Connie Weaver

Executive Vice President and Chief Marketing Officer TIAA



Gary Vaynerchuk

Marketer, Entrepreneur, Agency Owner, Social Media Guru VaynerMedia



Pio Schunker

Senior Vice President and Global Head of Brand Integrated Marketing **Samsung Electronics**

www.ana.net/anamasters16

2016 ANA Masters of Marketing Conference

#ANAMasters

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FOUR REASONS TO ATTEND



THE SPEAKERS

Learn from marketers who are making a world of difference



THE PRE-CONFERENCE WORKSHOPS

Get up to speed on today's trending topics



THE NETWORKING

Mingle with industry peers and expand your network



THE ENTERTAINMENT

Soak in the music of star performers each night